

## ABSTRAK

Pergeseran era pemasaran dari *legacy marketing* menuju *New Wave Marketing* yang lebih horizontal turut berdampak pada operator telekomunikasi Indonesia. PT Indosat, Tbk yang memiliki target pasar segmen anak muda, mengupayakan hubungan yang lebih baik dengan pelanggan melalui *IM3 School Community*. Namun hal tersebut berbanding terbalik dengan *Top Brand Index* IM3 yang mengalami penurunan sejak tahun 2009. Hal inilah yang menjadi latar belakang peneliti untuk melakukan penelitian mengenai pengaruh *brand community integration* terhadap *brand attitude* pelanggan pada *IM3 School Community* Bandung. Penelitian ini bertujuan untuk mengetahui bagaimana *brand community integration* pada *IM3 School Community* Bandung serta pengaruhnya terhadap *brand attitude* pelanggan.

*Customer-to-Product Relationship*, *Customer-to-Brand Relationship*, *Customer-to-Company Relationship*, dan *Customer-to-Other Customers Relationship* memperoleh tanggapan baik dari responden dengan persentase secara berurutan sebesar 84,7%, 77,83%, 78,84%, dan 82,5%, sedangkan *Brand Attitude* mendapat persentase 80,77%. Secara simultan, keempat variabel tersebut berpengaruh terhadap *brand attitude*, namun secara parsial terdapat dua variabel yang pengaruhnya tidak signifikan sehingga dilakukan *trimming*. Hasil pengujian ulang menunjukkan bahwa *Customer-to-Brand Relationship*, *Customer-to-Company Relationship*, dan *Customer-to-Other Customers Relationship* berpengaruh secara simultan dan secara parsial terhadap *Brand Attitude* dengan variabel *Customer-to-Company Relationship* sebagai variabel dengan total pengaruh terbesar (36,9%).

Hal yang harus diperhatikan Indosat untuk mengarahkan *brand attitude* pelanggan dalam komunitas agar lebih positif adalah mengupayakan agar *brand* IM3 dapat lebih dipercaya pelanggan dan tetap konsisten menunjukkan kepedulian terhadap pelanggan sehingga pengalaman positif yang diperoleh pelanggan akan menjadikan sikap mereka terhadap *brand* IM3 semakin positif.

**Kata Kunci :** *Brand Community Integration, Customer-to-Product Relationship, Customer-to-Brand Relationship, Customer-to-Company Relationship, Customer-to-Other Customers Relationship, Brand Attitude*

## ABSTRACT

*The shifting of marketing era from legacy marketing to New Wave Marketing which more horizontal also affect Indonesia's telecommunication sector. Indosat which choose youth as its target market try to make a better relation with its customers through IM3 School Community. But, since 2009, brand index of IM3 has decreased which means the attitude of consumers IM3 shift to negative area. This is the researcher's background to do research about brand community integration and its influence to brand attitude consumers in IM3 School Community Bandung. The goal of this research is to know how brand community integration on IM3 School Community Bandung and its influence to consumer's brand attitude.*

*The respondent's perception about Customer-to-Product Relationship, Customer-to-Brand Relationship, Customer-to-Company Relationship, and Customer-to-Other Customers Relationship are 84,7%, 77,83%, 78,84%, and 82,5%. Brand Attitude had percentage 80,77%. Those four independent variable simultaneously had a significant influence on brand attitude, but partially there are two variable which had insignificantly influence so researcher do trimming process by deleted variable Customer-to-Product Relationship. After trimming process, the result show that Customer-to-Brand Relationship, Customer-to-Company Relationship, and Customer-to-Other Customers Relationship simultaneously had a significant influence on brand attitude and partially those three independent variable had significant influence where Customer-to-Company Relationship has greater total influence than others (36,9%)*

*There are some important things that might need concern by Indosat to bring customer's attitude to be more positive. Indosat need to improve brand of IM3 to be more trusted by customers and show company concern to customer's opinion consistently through some events supported by Indosat. Those events will give more positive experience to customers which can be affected their attitude toward brand to be more positive.*

**Key Word :** *Brand Community Integration, Customer-to-Product Relationship, Customer-to-Brand Relationship, Customer-to-Company Relationship, Customer-to-Other Customers Relationship, Brand Attitude*